

TRIBUTE™

News

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“Mr. Smith Goes to Washington, 2009 Style”

***Small Van Nuys Entrepreneur
Aims to Convince Country That Art Imitates Life***

(VAN NUYS, CA – January 20, 2009) — To honor the change in Washington, a small Van Nuys, California-based, entrepreneur has assembled American artists from throughout the country to leave their mark – literally – on the country’s tools for daily living.

Contrary to the downsizing trend in many American businesses today, Brad Sherman, 50, ramped up his small business in November to develop items all Americans could utilize reflecting the resurgence of American spirit and optimism. Sherman ran at a 24/7 pace to make sure his American dream was a reality in time for the inauguration of the 44th President of the United States.

The result is the Tribute collection created by Sherman’s company, The Social Graces, and a gathering of artists including widely published still-life and travel photographer Victoria Pearson from Ojai, California; master sculptor Mike Curtis of northern Idaho, where he creates majestic portrayals of the bald eagle; and Stephan Schansler, renowned for art glass selected by President Bush for Queen Elizabeth in 2006.

Sherman has taken the spirited message of these American artists and sent it to Washington, D.C., to congratulate the new members of government. More than 250 staff and cabinet members of the White House, Senate and House of Representatives will receive a Tribute package including a congratulatory letter from Sherman, Tribute pen or hat, and a set of Tribute inspirational greeting cards. All 50 state governors and mayors from the biggest cities in the U.S. along with the D.C. press corps will receive the same welcome package.

Other American artists are contributing works to the 225 piece collection, including handmade sculpture, fine leather gifts, luxurious photo frames, hand-fired glass bead and silver jewelry, contemporary hats and silk scarves, an extensive inspirational social stationery line,

(More)

Brad Sherman/Tribute

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coffee table books, framed limited edition portrait photographs, and hand blown art glass. All items are featured online at www.tributegifts.com. Products were developed with attention to energy conservation standards for production and packaging.

Tribute collection founder Brad Sherman simultaneously launched the Young American Artist Tribute Scholarship program to further artistic vision through education. Supported by proceeds from the Tribute collection, the Young American Artist Tribute Scholarship provides \$10,000 in educational support to art and design students entering college in fall 2009. Applications for the four \$2,500 awards are available at www.tributescholarship.com.

“This is a time of energizing change in America, and small companies like mine should seize the opportunity to reinvent ourselves rather than do nothing at all,” Sherman said. “The resurgence of optimism in America makes the timing right for beautiful artistic expressions of American spirit.”

Established in 1988, The Social Graces is a corporate gift and graphic design agency for event and meeting planning professionals. Business services include the new Tribute collection, corporate invitations and gifts, recognition awards and programs, event registration, and collateral and online design/production for corporate events.

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